THE BANKING AI MARKETING KIT

Promote your banking AI launch

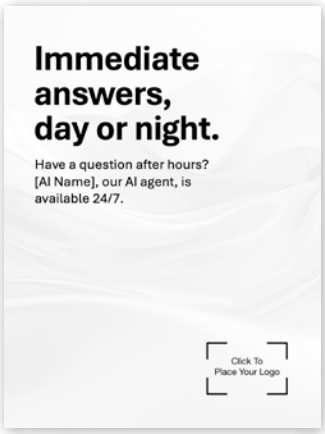
You've invested in Glia to meaningfully improve the service your community counts on, while making life better for the team that delivers it. We're aligned to your mission at every step.

That's why we built this kit. To help you educate your people about the value you bring to them through banking AI. From faster answers to more personalized service, use this kit to translate your Glia investment into real benefits your people understand.

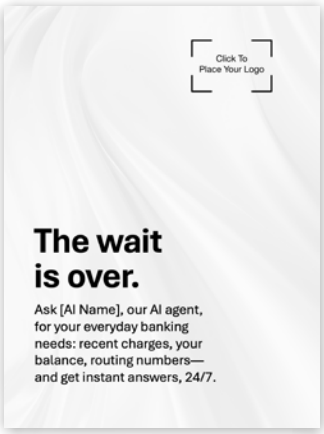
HOW TO USE THIS KIT

1. **ACCESS:** Open PowerPoint templates from the “Glia Banking AI Marketing Kit” folder containing this PDF
2. **EDIT:** Follow the instructions below to customize each asset to your branding
3. **PROMOTE:** Send emails, post social assets, and print in-branch/mailer materials

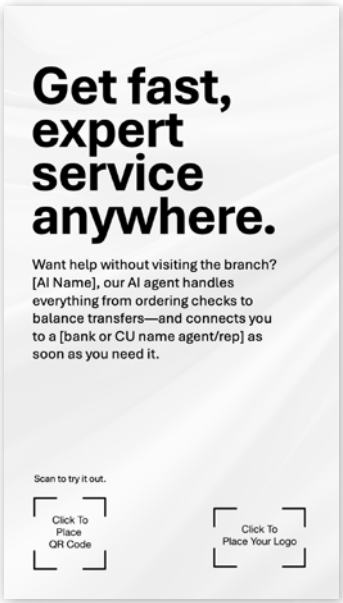
CUSTOMIZABLE ASSETS



Extended hours social post



Faster resolution social post



Lobby digital poster (1080 x 1920px)

EMAIL TEMPLATES

Use these emails to educate your customers, members, and employees about the benefits of your banking AI launch.

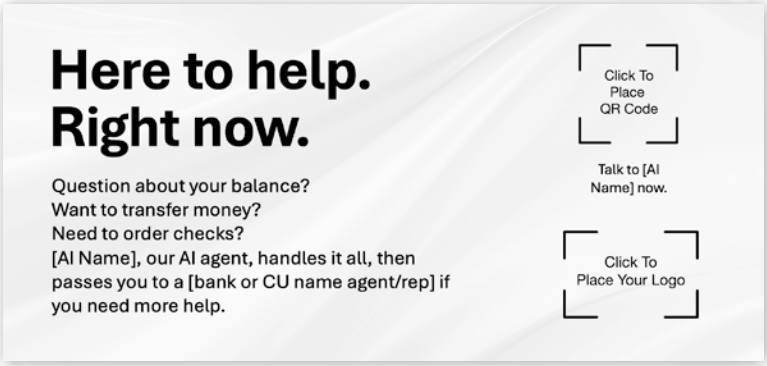
1. AI agent introduction
2. After-hours availability
3. Faster issue resolution
4. Improved staff experience



Skip the line social post



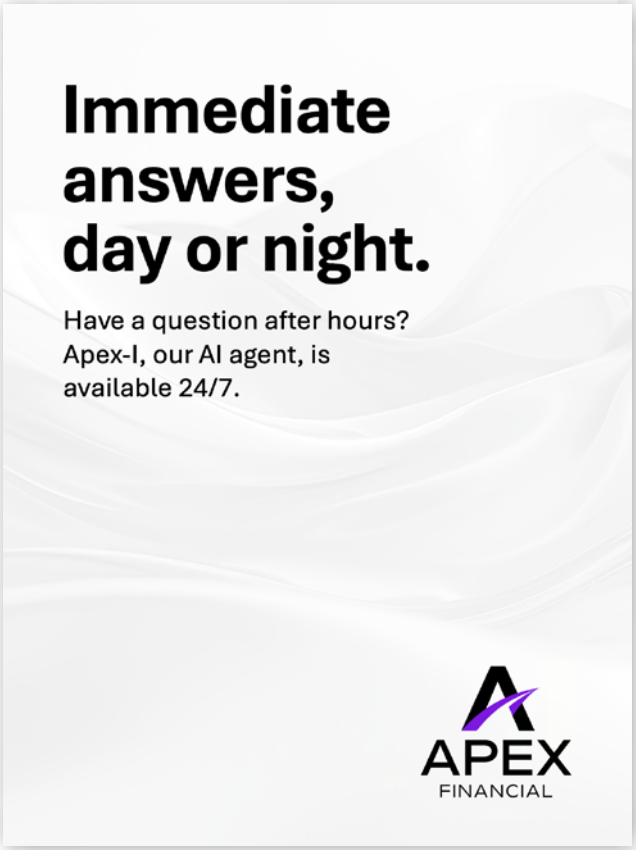
Counter card (8.5” x 11”)



Statement mailer (8.5” x 4”)

CUSTOMIZABLE ASSET EXAMPLE LAYOUTS

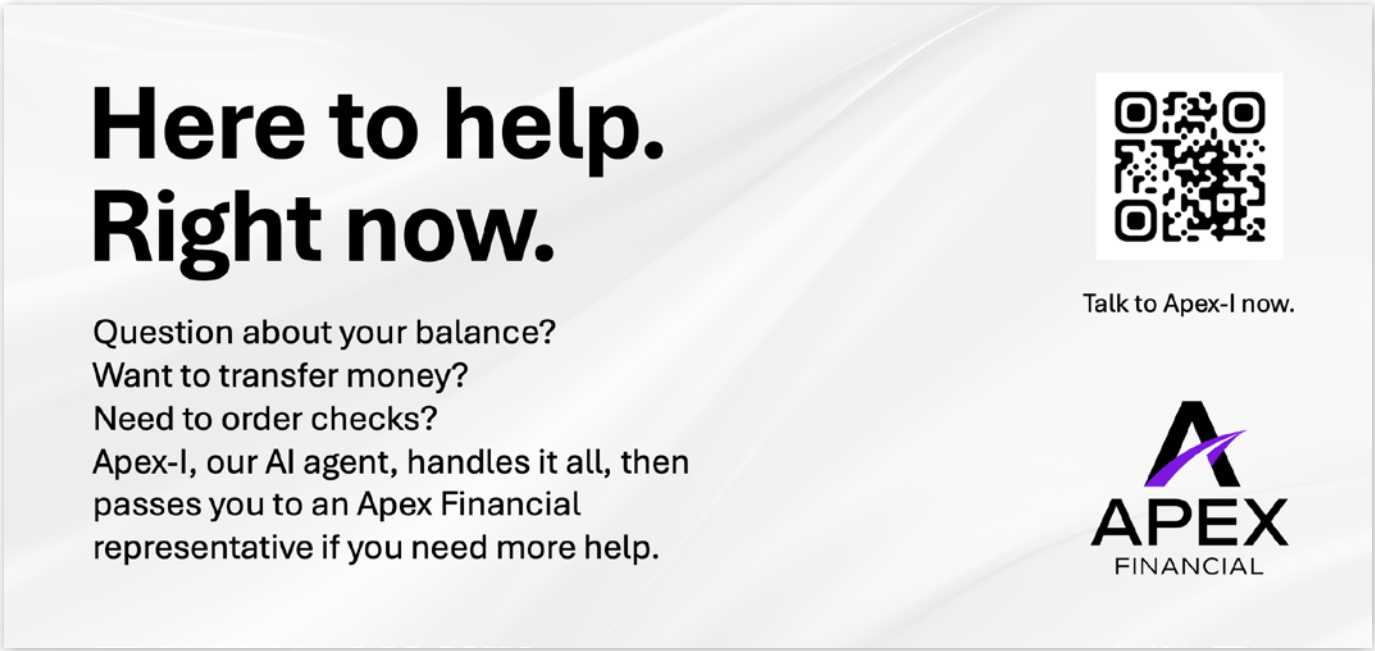
These templates are designed to make it easy for you to swap in your logo and a QR code to the URL of your choosing, like the examples below.



Social post example #1



Social post example #2



Statement mailer example

HOW TO USE POWERPOINT TO REBRAND THE PROVIDED MARKETING ASSETS

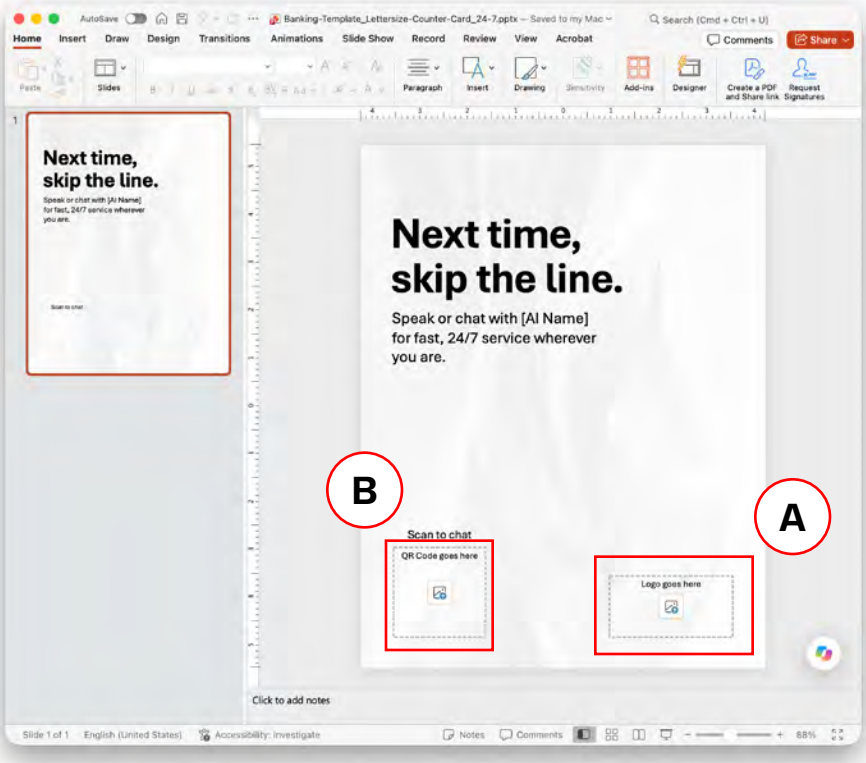
Use this document to help you rebrand the templates to fit your unique brand identity.

Navigating in PowerPoint

When you open any of the PowerPoint templates provided as part of our marketing kit, here are the important sections you need to use.

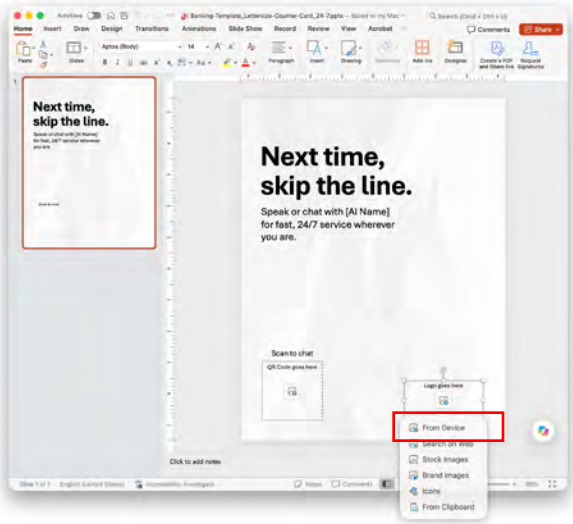
A. **Logo Placement:** Click on the box marked “Logo goes here” and upload an image file of your company’s logo. You will be able to adjust the size of the logo accordingly to fit the space.
B. **QR Code Placement:** Click on the box marked “QR code goes here” and upload a QR code that goes to your desired website URL.

Note:
You can quickly generate QR codes leading to the web page of your choice for free with an online tool like this one.



Uploading Images

When you click on the box/icon you want to replace with an image, select “From Device” from the menu and navigate to the image you are looking for from your file manager.



Exporting Assets

Once you’ve made all your updates and you are ready to export, follow these steps:

1. In the top menu, go to File > Export.
2. If the asset is to be printed (counter card and statement mailer), you should select PDF.
3. For the Social Posts and the Digital Lobby Monitor templates, select JPEG or PNG.

